

## **IN THE CLAIMS**

This listing of claims will replace all prior versions, and listings, of claims in the application. An identifier indicating the status of each claim is provided.

### Listing of Claims

1. (Currently Amended) A broadcasting system comprising:  
a broadcasting station for broadcasting digital contents and attribute information indicating an attribute thereof and an electronic program guide (EPG); and  
a plurality of reception apparatuses having:  
reception means for receiving said digital contents and said attribute information broadcast from the broadcasting station,  
output means for outputting the received digital contents, and  
selection means for allowing a user to select the digital contents via a filtering process by comparing selection information indicating user preferences with attribute information assigned to the digital contents,  
said selection information is expressed with an n-dimensional vector S comprising user preference items as elements,  
wherein each element identifies a preference intensity,  
wherein an element of vector S identifies a positive value as a preference intensity when the user has demonstrated a positive preference for the element and identifies a negative value as a preference intensity when the user has demonstrated a negative preference for the element, and

wherein said plurality of reception apparatuses include a selection means for: (1) performing a calculation between a vector A related to the attribute information and the vector S; and (2) determining whether to select the digital content based on the result of the calculation,

wherein Vector S is generated by using Vector A for a program which is reproduced for a specified period of time or longer, and

wherein Vector S is generated by changing a weighting factor for a reserved program and a realtime reproduced program.

2. – 9. ( Canceled)

10. (Currently Amended) A reception apparatus comprising:

reception means for receiving digital contents and attribute information transmitted from a content provider;

output means for outputting the received digital content; and

selection means for allowing a user to select the digital contents via a filtering process by comparing selection information indicating user preferences with attribute information related to the digital content,

said selection information is expressed with an n-dimensional vector S comprising user preference items as elements,

wherein each element identifies a preference intensity,

wherein an element of vector S identifies a positive value as a preference intensity when the user has demonstrated a positive preference for the element and identifies a negative

value as a preference intensity when the user has demonstrated a negative preference for the element, and

wherein said selection means performs a calculation between a vector A related to the attribute information and the vector S, and determines whether to select the digital content based on the result of the calculation,

wherein Vector S is generated by using Vector A for a program which is reproduced for a specified period of time or longer, and

wherein Vector S is generated by changing a weighting factor for a reserved program and a realtime reproduced program.

11. (Previously Presented) The reception apparatus according to claim 10, wherein said selection means finds a selection value P based on the following equation and selects the digital content based on a size of the selection value P as follows:

$$A = (a_1, a_2, a_3, \dots, a_n)$$

$$S = (s_1, s_2, s_3, \dots, s_n)$$

$$P = \frac{A \cdot S}{|A| \cdot |S|}$$

where

$$A \cdot S = \sum_{k=1}^n a_k S_k$$

$$|A| = \sqrt{\sum_{k=1}^n a_k^2}$$

$$|S| = \sqrt{\sum_{k=1}^n S_k^2}$$

in which neither A nor S is a zero vector.

12. (Previously Presented) The reception apparatus according to claim 10, wherein said selection information's vector S is found from a vector A of attribute information attached to a plurality of digital contents selected by the user.

13. (Previously Presented) The reception apparatus according to claim 12, wherein said selection information's vector S is found according to the following equation:

$$S = \frac{1}{M} \sum_{k=1}^M A_k$$

where M is assumed to be a number of digital contents selected by the user and an attribute vector for the K-th digital content selected by the user is assumed to be:  $A_k = (a_{1k}, a_{2k}, a_{3k}, \dots, a_{nk})$ .

14. (Previously Presented) The reception apparatus according to claim 12, wherein said selection information's vector S is found according to the following equation:

$$S = \frac{1}{M} \sum_{k=L-M+1}^L A_k$$

where M is assumed to be a number of windows for finding a vector S, L is assumed to be a start point for selecting the plurality of digital contents for finding the vector S,

and an attribute vector for the K-th digital content selected by the user is assumed to be:  $A_k = (a_{1k}, a_{2k}, a_{3k}, \dots, a_{nk})$ .

15. (Previously Presented) The reception apparatus according to claim 12, wherein said selection information's vector S is found by averaging vectors A for attribute information attached to the plurality of digital contents reproduced by the user for a specified time.

16. (Previously Presented) The reception apparatus according to claim 12, wherein said selection information's vector S is found by averaging vectors A for attribute information attached to the plurality of digital contents reserved by the user.

17. (Previously Presented) The reception apparatus according to claim 12, wherein said selection information's vector S is found by averaging vectors A for attribute information attached to the plurality of digital contents reproduced by the user for a specified time, averaging vectors A for attribute information attached to the plurality of digital contents reserved by the user, assigning a weight to each average, and combining the weights.

18. (Previously Presented) The reception apparatus according to claim 10, wherein said selection means selects the digital content based on a vector S of the selection information corresponding to a plurality of users.

19. (Currently Amended) A reception method comprising:

receiving digital contents and attribute information transmitted from a content provider;

outputting the received digital content;

allowing a user to select the digital contents via a filtering process by comparing selection information indicating user preferences with attribute information related to the digital content;

expressing the selection information with an n-dimensional vector S comprising user preference items as elements,

identifying a preference intensity for each element

wherein an element of vector S identifies a positive value as a preference intensity when the user has demonstrated a positive preference for the element and identifies a negative value as a preference intensity when the user has demonstrated a negative preference for the element, and

performing a calculation between a vector A related to the attribute information and the vector S; and

determining, based on calculation, whether to select the digital content,

wherein Vector S is generated by using Vector A for a program which is reproduced for a specified period of time or longer, and

wherein Vector S is generated by changing a weighting factor for a reserved program and a realtime reproduced program.